

## Overall Increase In Livestock Show Premiums As Fair Plans Made

An overall increase in livestock premiums for exhibitors at the California State Fair, Aug. 29 through Sept. 9, was announced today by Ned Green, chief of the bureau of exhibits. Pointing to statistics recently released from Washington ranking California first among the states in agricultural production, Green declared that every effort will be made this year to keep the Fair abreast with California's top ranking position.

By unanimous approval of the State Fair board of directors, new classes in the dairy products exhibit have been instituted, as well as in beef cattle, dairy cattle, goats, sheep and swine.

A complete new structure of awards is being set up by Green, who has been appointed chief of the livestock division. Suggested premiums indicate an average increase of 30 per cent. Classes from Columbia Sheep and Hereford hogs have been added to the 1946 premium list. The total in livestock premiums will be approximately \$60,000. The dairy products exhibit premiums have been advanced 20 per cent. Increase in beef cattle premiums will range from 50 to 100 per cent, Green indicated. Additional premiums have been approved in both the regular classes and stakes in the Horse Show.

J. E. O'Neill of Fresno, a director and chairman of the livestock committee, announced many new innovations would be instituted at the Fair this year from an agricultural and livestock viewpoint, furthering the plan to make the 1946 Fair the biggest of all on its 88th anniversary.

## RECREATION FUNDS FOR PARKS AND FORESTS ASKED

Forecasting tremendous increased vacation use of America's national forests and national parks, the California State Chamber of Commerce today was on record supporting increased appropriations by Congress to provide funds for adequate recreational development in national forest and parks within California.

Action follows surveys by the State Chamber's travel and recreation department. These studies revealed badly deteriorated or obsolete facilities in national parks and forests through wartime cessation of recreational improvement. The survey also shows increasing numbers of California residents and visitors plan to vacation in these areas.

## MARINE CORPS AIR RECRUITING DRIVE IS UNDER WAY

The United States Marine Corps has initiated the greatest aviation recruiting drive in the history of their service, said Major Arthur N. Neff in a recent press conference in Los Angeles.

The program for aviation enlistments has been introduced throughout the nation by establishment of five air centers in the country. Los Angeles is headquarters for California, Nevada and Arizona. The 500 men quota for Southern California is the highest ever assigned to this district by Headquarters, Marine Corps, including the war years.

## FIRST POST WAR VENTURE

"After spending five weeks in liberated Europe I found that the United Nations' first post-war venture—the rescue of the perishing and the aiding of self-reliant people to help themselves—is going ahead with accelerated speed," said Representative Robertson of North Dakota, in a report to Congress.

## Birmingham Hospital Open To Veterans

Birmingham Army General hospital in Van Nuys today began receiving the first veteran patients as the Army prepares to turn over the entire installation to the Veterans' Administration by March 31. Two wards with 121 beds were opened by the VA today.

Through arrangements with the Office of the Army Surgeon General, 200 beds have been made available to the VA and are being utilized to hospitalize veterans with pulmonary tuberculosis as fast as adequate staff personnel can be provided. Two hundred more beds will be turned over early in March, with the entire hospital going to the VA March 31.

Patients suffering from tuberculosis will be moved from other hospitals in Southern California and Arizona and will fill space immediately available. Other types of patients will receive treatment when the entire hospital is taken over.

Temporary assignment of three doctors who will serve as acting heads of VA medical services at Birmingham have been announced in Washington by Maj. Gen. Paul R. Hawley, Acting VA Chief Medical Director.

Acting Clinical Director will be Lt. Col. J. H. McClellan, who has been serving as clinical director of the general hospital at the VA center in West Los Angeles. Capt. Morris B. Daltch, also of the West Los Angeles VA hospital staff, will be Acting Chief of Medical Service at Birmingham, and Dr. Harry E. Bundy of the VA hospital in Minneapolis, will act as temporary Chief of Surgical Service.

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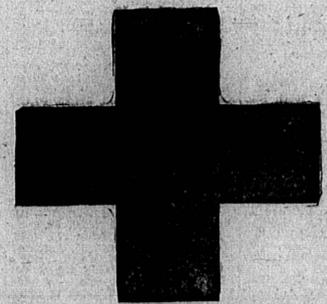


# WAR IS NEVER OVER!

## ---for the RED CROSS

They lie in hospitals, thousands of our finest... sick, cruelly maimed. Who is to write their letters, hear their troubles, answer when they call for "Mom"? Mom can't be there. But your Red Cross can, AND MUST be there!

Many thousands more Americans, still overseas, must count on the Red Cross for comfort and cheer. So won't you give to the Red Cross? This is your chance to say, "Thanks, Soldier, for all you've done!"



YOUR RED CROSS

MUST CARRY ON---

# GIVE!

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## The J. C. PENNEY CO.

TORRANCE, CALIF.

## The Pacific Telephone and Telegraph Company and Subsidiaries

Southern California Telephone Co.—Bell Telephone Co. of Nevada

## \$400,000,000 Five-Year Expansion Program

Excerpts from the 1945 Annual Report

ALTHOUGH it experienced an exceptional growth throughout the war years, our company did not profit from the war. The tabulation... comparing the year 1945—the end of the route to Tokyo Bay—with 1939—the year in which ominous war clouds cast their impending gloom—vividly portrays, not only what our company's expansion has been throughout the years of its war effort, but also the impact of this expansion on its major operations.

The phenomenal development of the Pacific Coast with its tremendous strides in commerce, industry, military and civil activities has placed, and will continue to place, exacting demands upon our company. With the nationwide interest in this far-flung section with its rapidly expanding markets and its outstanding growth potentialities, our company will experience in the immediate years ahead, as they are now visualized, an unprecedented expansion.

Our immediate task ahead is to render service to all who want it and to restore and to take our service to new heights. As it announced December last, in the immediate five-year period our company will be required to make expenditures for new construction aggregating \$400,000,000 and, as a consequence, extraordinary amounts of new capital will be required. The execution and speed of this entire program are dependent upon the flow of available manpower, materials, money and the level of business conditions. The consummation of the program for 1946, now well under way will require, it is estimated, an all-time high expenditure of upwards of \$90,000,000 for new construction. This compares with the \$35,800,000 expended in 1945. Inclusive of materials re-used, the gross plant additions for 1946 are estimated at well over \$100,000,000. This expenditure will be more than double the 1945 gross plant additions of \$48,791,000.

To do all the things we have in mind

FROM PEACE TO WAR AND FROM WAR TO PEACE				
	1939	1945	Increase	Per Cent Increase
Telephones Owned and Operated	1,946,062	2,702,686	756,624	39
Toll and Long Distance:				
Total Calls	129,190,340	346,892,535	217,702,195	169
Longer haul calls (originating in and destined beyond our territory)	650,570	11,766,999	11,116,429	1709
Plant Investment	\$493,360,850	\$678,350,991	\$185,190,141	38
Operating Revenues	\$122,168,305	\$248,870,088	\$126,701,783	104
Local Service Revenues	85,703,890	131,179,676	45,475,786	53
Toll Service Revenues	33,156,914	109,735,931	76,579,017	231
Operating Expenses (before taxes)	\$82,163,244	\$167,291,874	\$85,128,630	104
Operating Taxes	\$17,579,987	\$33,364,072	\$15,784,085	204
Total Payroll	\$56,925,205	\$124,689,994	\$67,764,789	123
Employment:				
Men	29,998	51,282	21,284	71
Women	12,091	15,743	3,652	30
Income Available for Interest and Return	\$22,560,834	\$24,215,173	\$1,654,339	7
Average Invested Capital	\$355,293,069	\$412,344,160	\$57,051,091	16
Return on Invested Capital	6.33%	5.87%	.46%	7*
Per Common Share:				
Earnings	\$7.87	\$6.78	-\$1.09	14*
Dividends	\$7.25	\$6.50	-\$.75	10*
Taxes	\$9.74	\$21.68	\$11.94	123

\*At December 31. Includes construction payroll. \*Decrease.

will take men, materials and money. Our program will offer employment opportunities to many men and women not only in the manufacture, construction and installation of the added plant, but also in the maintenance and operation of a continuously improving and expanding service. Our vast undertaking will require for its accomplishment earnings that are sufficient to attract the huge sums of new capital needed. Expressing as it does a fundamental significance to every city, town, village and hamlet throughout the Pacific Coast, the consummation of our unprecedented program will result in increasing the plant investment of our company by almost 50 per cent, bringing its total plant investment to an amount aggregating upwards of a billion dollars.

The era of tremendous expansion that our company has now entered places responsibilities of the first magnitude upon our management. We go forward with a firm faith that a telephone service rendered well will continue to be well received. In our company's following out its established

policy—to furnish the best possible service; to render the service as economically as possible; to charge for the service only an amount to keep our company financially vigorous—it is of vital importance that its earnings be such that they will continue to attract the necessary amounts of new capital needed to accomplish these objectives. Earnings that are adequate are in the public interest, because earnings that are less than adequate necessarily jeopardize the efficiency and the scope of the service. Thus, our company and the public it serves have a common interest. In full recognition of that interest, the charges for the service rendered should reflect a fair treatment policy expressed in rates which, at all times, will be such that sound economic considerations will prevail in the interest of all parties—the patrons, the employees and the investors.

"A successful nation is a prosperous nation. In order to increase and to sustain the production which is vital to that prosperity, business and industry must, of necessity, prosper as must their personnel who, through the dedication of individual effort, contribute to the forward march of America. This fundamental concept, the recognition of the dignity and worth of the individual and the value of free enterprise, with equal opportunity for all—the American way of life—has produced the highest standard of living among all peoples. Progress has been the measure of the welfare of our great Nation—it will be the earnest endeavor of our company, as it has been in the past, to render a communication service, which through its scope, efficiency and dependability, will continue to make its full contribution to that progress."

*J. C. Penney*  
President.